

COMMUNITY CHARACTER



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Community Character relates to the stability, sustainability, and vitality of an area through the appropriate placement and interaction between land uses. Community Character identifies the location of future land uses and appropriate locations for redevelopment in order to create, protect, and enhance places of distinction throughout the community.

The Central College Station Neighborhood has a suburban, single-family character, ringed by both regional and neighborhood commercial uses, with a more urban scale multi-family component closest to the University. Those areas that ring the neighborhood may be appropriate for redevelopment, as buildings age and infrastructure needs replacement.

The purpose of this chapter is to outline strategies to support the Neighborhood's Community Character. Public input relating to community character illustrated concerns with single-family adjacency to incompatible land uses, the need to retain the single-family character of the neighborhood, and looking to the future for changes in land uses on older properties that would improve the overall quality of the neighborhood. In considering this input, the following goal was drafted for this chapter:

Promote and protect the suburban residential character in the core of Central College Station balanced with the need to provide denser redevelopment options along the neighborhood fringe.

This chapter focuses on two components of community character - first, the impact of adjacent transportation networks on the surrounding land uses, and second, the pattern of land use – both existing and planned, within the neighborhood. Ultimately, the strategies and actions developed for this chapter illustrate the changes that should be made in order to ensure the continued residential character of the area and provide planning direction for future redevelopment in the area.

This chapter first outlines basic planning information relating to community character. This information is in addition to the pertinent information in the **Existing Conditions Report**, an addendum to this planning report. Second, the chapter covers Image Corridors, including definitions, and proposed strategies to achieve the Image Corridor Plan. Finally, the Land Use section of this chapter outlines changes to the Comprehensive Plan, existing zoning, site development standards, and floodplain management policies to support the overall goal for the chapter. This chapter outlines the details of the strategies and actions; however, specific information about timelines, responsible parties, and costs is reflected in **Chapter 5, Implementation**.

Planning Information

This section identifies key information that impacts community character in the Central College Station neighborhood. It outlines key public investments being made in the area and a description of the land use that should be taken into account as strategies are developed to protect and promote the existing character of Central College Station.

Capital Investments

Capital investments are projects that are proposed to be completed in this planning area within the timeframe of this plan. These are projects on public property and will have an impact on adjacent land uses. All of these projects are funded through a bond package that was approved by voters in 2008. Additional information about these projects is available in the **Existing Conditions Report**.

Brothers Pond Park - This project will replace the crushed granite jogging loop with concrete and replace and expand a damaged sidewalk at the Deacon Drive entrance.

Larry J. Ringer Library - This project includes the expansion of the existing library on Harvey Mitchell Parkway South, which will increase the library area by 15,000 square feet and add additional parking.

Bee Creek Channel Improvements (Ph IV & V) - This project will involve the construction of drainage infrastructure or other methods to mitigate flood risk along Bee Creek between Brothers Boulevard and Texas Avenue South.

Transportation Capital Projects - There are several transportation projects planned in this area. The following is a list of those projects. Additional information about the projects is available in the **Existing Conditions Report** and **Chapter 3, Mobility**.

- Wellborn Road/Harvey Mitchell Parkway South Interchange
- Harvey Mitchell Parkway South Median Project
- Longmire Drive/Harvey Mitchell Parkway South pedestrian and intersection improvements
- Harvey Mitchell Parkway South Multi-Use Path

Types of Land Uses

The following is a description of the land uses in the Comprehensive Plan for the Central College Station planning area. **Map 1.1, Community Character** depicts the existing locations of these uses.

Neighborhood Conservation – This land use designation is generally for areas that are built-out and are not likely to be the focus of extensive infill development or redevelopment. Further, these areas often were platted before current development regulations were in place often resulting in non-conforming situations. These areas are appropriate for overlays or zoning classifications that provide additional character protection and address non-conforming issues.

Suburban Commercial – This land use designation is generally for concentrations of commercial activities that cater primarily to nearby residents versus the larger community or region. These areas tend to be small in size and located adjacent to major roads (arterials and collectors). Design of these structures is compatible in size, roof type and pitch, architecture, and lot coverage with the surrounding single-family residential uses.

General Suburban – This land use designation is generally for areas that should have an intense level of development activities. These areas will

tend to consist of high-density single-family residential lots (minimum 5,000 square feet).

Urban – This land use designation is generally for areas that should have a very intense level of development activities. These areas will tend to consist of townhomes, duplexes, and high-density apartments.

Natural Area – Protected – This land use designation is generally for areas permanently protected from development. Such areas are preserved for their natural function or for park, recreation, or greenway opportunities. These include areas such as regulatory floodway, publicly owned open space, conservation easements, and public parks.

Natural Area – Reserved - This land use designation is generally for areas that represent a constraint to development and that should be preserved for their natural function or open space qualities. These areas include floodplains and riparian buffers, as well as recreation facilities.

Key Planning Considerations

Image Corridors

Image corridors are major transportation routes throughout the community that carry visitors to important or significant destinations. These corridors provide opportunities for open space preservation, links between districts, and unified identification, landscaping, and wayfinding. Gateways are key points along such corridors that serve to mark entrances into the community as well as provide opportunities for enhanced identification and wayfinding that relates to the corridor and community as a whole.

The overall beautification and wayfinding plan for a corridor should be set by a comprehensive corridor plan; however, this plan explores ways to preserve areas for gateway and corridor plantings, signs, and other design elements, as well as tie those elements into entrances and corridors within the neighborhood. **Comprehensive Plan Map 2.3, Community Assets and Image Corridors**, illustrates the locations of the following corridors:

Wellborn Road - Wellborn Road serves as a primary image corridor along the entire western side of the planning area. This corridor serves to move residents and visitors onto the Texas A&M University campus – the City's major employer and destination for many visitors. This corridor is currently being widened by Texas Department of Transportation (TxDOT), limiting any immediate ability to provide beautification and enhancement to this corridor in the planning area.

The intersection of Wellborn Road and Harvey Mitchell Parkway South also serves as a secondary welcoming gateway, and should serve as a location for substantial enhancements that visually alert a traveler to the proximity to destinations. These enhancements include landscaping, monument signs, flags, and trees.

TxDOT has included enhanced design of the Wellborn Road/Harvey Mitchell Parkway South interchange to assist in improving the aesthetics of this intersection. Landscaping will be incorporated as part of an urban

forest by the City once the project is complete.

Harvey Mitchell Parkway South - Harvey Mitchell Parkway also serves as a primary image corridor along the entire north side of the planning area. The intersection of Texas Avenue South and Harvey Mitchell Parkway is also identified as a Key Image/Design Intersection. Landscaping has been installed by the City at this intersection to begin defining this intersection as a gateway. A median project is also proposed for this corridor by TxDOT.

Texas Avenue South - Texas Avenue South/Earl Rudder Freeway is a Primary Image Corridor that borders the entire east side of the planning area. This corridor provides north/south connectivity through the entire community with connections to several other corridors. The intersection of Texas Avenue South and State Highway 6 interchange is a Primary Arrival Gateway. This gateway should be enhanced with significant landscaping, lighting, fountains, public art, or signage to signify a main entrance into the community. The development and redevelopment of the properties surrounding this gateway should utilize common elements from the design of the intersection to compliment the gateway.

Overall, there are no needed changes to the existing designated image corridors; however, additional neighborhood level image corridors should be added to the plan. Deacon Drive and Rio Grande Boulevard serve as the major axes for the neighborhood. Most residents travel these thoroughfares on a daily basis and visitors to the neighborhood will often use these corridors to and from the neighborhood. These streets should be designated as neighborhood corridors. This designation is intended to promote these thoroughfares for focused improvements to enhance the identity, functionality, and aesthetics of these corridors, and their connections to the overall image corridor system.

Image Corridor Strategies:

- **Corridor and Gateway Image Plan (CC1.1)** - Develop *Corridor and Gateway Image Plan* with the following considerations:
 - Landscape Plan that focuses on native plantings that are tolerant to our climate and need little or no on-going irrigation.
 - Implementation schedule that focuses on aligning capital outlays to time with appropriate planting seasons.
- **Create and adopt zoning overlays (CC1.2)** - Develop zoning overlays for vacant commercial properties that are not in compliance with the Comprehensive Plan to minimize incompatible development along primary image corridors (See *Zoning Area 7* for specific information).
- **Construct context-sensitive street improvements (CC1.3)** - Work with TxDOT to incorporate landscaping, or preserve landscaping opportunities in Harvey Mitchell Parkway South median project similar to landscaping projects along Texas Avenue South.
- **Amend Community Assets and Image Corridors Map (CC1.4)** - Designate Deacon Drive and Rio Grande Boulevard as neighborhood image corridors. These corridors should be the focus of mobility enhancements (See **Chapter 3, Mobility - Thoroughfares**

for more information).

Land Use

Land Use is a key component of establishing the character of an area. In determining appropriate land uses, the existing use, zoning and current Community Character designations should all be considered. As part of maintaining the suburban residential character of the Central College Station neighborhood, this plan evaluates the existing and proposed uses to identify discrepancies and other factors that could lead to unintended development and redevelopment. The Land Use component of this Plan evaluates the following four components relating to the utilization and development of land: future land use assumptions, existing zoning, site development, and floodplain management. Because there are no known issues with the ability to provide utility service in this area, the plan is able to focus specifically on changes needed to ensure the desired pattern of land development.

Future Land Use Assumptions – Community Character

During the planning evaluation process, a number of areas were identified where the Comprehensive Plan designation or future land use conflicted with the existing zoning, existing development, or existing surrounding uses in some way that a change to the Comprehensive Plan is warranted.

In evaluating the existing Comprehensive Plan, there are eight areas identified for potential modification (See **Map 1.3, Community Character Areas of Change** for more information about each area). Strategies for these properties focus on amending the City's **Community Character and Future Land Use** map to reflect more appropriate future land uses that are reflective of market opportunities for the property, future land use needs, and are responsive to neighborhood compatibility.

Community Character Area 1: Laredo Court and Balcones Drive

This area is made up of 16 properties located generally at the western corner of the intersection of Balcones Drive and Rio Grande Boulevard. It is a mix of single-family attached and detached uses along with a commercial daycare. The properties are designated as Neighborhood Conservation; however, given the density, rate of rental occupancy, and proximity to other multi-family, this area more accurately reflects an Urban character. The existing Natural Area - Preserved should continue to be designated for future protection of the floodplain in this area. **Map 1.4, Community Character Area 1** illustrates the existing character and zoning as well as the proposed character as recommended in the strategy for this area.

Strategy:

Community Character and Future Land Use Amendments (CC2.1) - Amend the Comprehensive Plan's Community Character and Future Land Use Map for the non-floodplain impacted areas to reflect a future Urban character.

Community Character Area 2: Texas Avenue South at Deacon Drive

This planning area is located south of the intersection of Deacon Drive and Texas Avenue South/State Highway 6. This area is made up of three properties on seven acres with frontage on Deacon Drive and State Highway 6 Frontage road. This area is likely to redevelop in the life of the current Comprehensive Plan, and a strategy is provided to assist in identifying uses and development that fit within the context of the neighborhood. **Map 1.5, Community Character Area 2** illustrates the existing character and zoning as well as the proposed character as recommended in the strategy for this area.

Due to limited visibility, redevelopment opportunities for regionally serving commercial opportunities intended for General Commercial may be limited. An Urban character designation would allow the flexibility of multi-family options if the properties were to redevelop, but maintaining commercial opportunities for the property.

*Strategy:***Community Character and Future Land Use Amendments (CC2.2) -**

Amend the Comprehensive Plan's Community Character and Future Land Use Map to reflect an Urban character. Urban development in this area can incorporate commercial, multi-family, or a mix of the two uses. This use can be considered an expansion of the multi-family properties along Longmire Drive, if this stretch of properties were consolidated in their entirety.

Community Character Area 3: 1814 Sara Drive

Planning Area 3 is a single property located at the intersection of the State Highway 6 frontage road and Sara Drive. The property is identified as General Commercial, zoned R-4, Multi-family and developed as a daycare. Both the use and zoning are more compatible with the Urban development character. The adjacent properties to the west are all duplex and four-plexes, zoned R-4, Multi-family and designated Urban. It is also adjacent to commercial uses to the south that are designated General Commercial. **Map 1.6, Community Character Area 3** illustrates the existing character and zoning as well as the proposed character as recommended in the strategy for this area.

*Strategy:***Community Character and Future Land Use Amendments (CC2.3) -**

Amend the Comprehensive Plan's Community Character and Future Land Use Map to reflect a future Urban character.

Community Character Areas 4 & 5: Longmire/Pinion/Ponderosa Drives

Comprehensive Planning Areas 4 & 5 are made up of a wide mix of commercial, office, industrial, and research ventures on approximately 30 acres generally located at the intersection of Rock Prairie Road and State Highway 6 at the southeast side of the neighborhood. The entire area is designated as General Commercial. The area extends from just north of Ponderosa Drive to Rock Prairie Road and includes properties on both sides of Longmire Drive. Within this area, there are two vacant

tracts, and a mix of both new and aging developments. The zoning of this area is C-2, Commercial Industrial which would allow development and redevelopment that does not fit the context or character of the surrounding commercial and residential areas.

Lack of visibility to the highway makes these properties unlikely candidates for dense commercial and retail uses. With their proximity to residential areas, this area should be designated as Business Park along the east side of Longmire Drive for research and development types uses, provided that they have a more residential office character. Properties that are directly adjacent to residential properties should be designated as Suburban Commercial to encourage any future redevelopment to be more compatible with the residential area, but provide commercial opportunities given the traffic volumes along Longmire Drive.

Map 1.7, Community Character Area 4 & 5 illustrates the existing character and zoning as well as the proposed character as recommended in the strategy for this area.

Strategy:

Community Character and Future Land Use Amendments (CC2.4) - Amend the Comprehensive Plan's Community Character and Future Land Use Map to reflect a range of commercial uses transitioning from more intense General Commercial uses along the frontage road backing up to Business Park uses along the east side of Longmire Drive, then to more neighborhood appropriate Suburban Commercial uses along the west side of Longmire. While the uses may be more Business Park in nature, they should be designed with Suburban Commercial building and site standards. This would include lower building heights, residential design components and roof tops, and adequate landscaping to lend a more residential feel to the developments. This should be accomplished through a Planned Development district zoning classification, or the application of a Suburban Commercial overlay (See **Image Corridor** strategies).

Community Character Area 6: Sophia Lane

Currently, 10 lots in the Edelweiss Estates subdivision are identified as Urban on the Comprehensive Plan Character Map. These lots are developed as single-family homes, and are all owner-occupied. These lots would be more compatible with the surrounding neighborhood which is designated as Neighborhood Conservation. **Map 1.8, Community Character Area 6** illustrates the existing character and zoning as well as the proposed character as recommended in the strategy for this area.

Strategy:

Community Character and Future Land Use Amendments (CC2.5) - Amend the Comprehensive Plan's Community Character and Future Land Use Map to designate this area as Neighborhood Conservation.

Community Character Area 7: Wellborn Suburban Commercial

The changes recommended in this area in regards to the

Comprehensive Plan relate to three properties that have no frontage on Wellborn Road. If they were to develop with the adjacent properties that have frontage, Suburban Commercial uses would be compatible and appropriate. With Balcones Drive intended to extend to Wellborn Road along the northern edge of the property, opportunities for multi-family urban style development would be available; however, this land use option should only be available once Balcones is constructed through to Wellborn. **Map 1.9, Community Character Area 7** illustrates the existing character and zoning as well as the proposed character as recommended in the strategy for this area.

Strategy:

Community Character and Future Land Use Amendments (CC2.6) -

Amend the Comprehensive Plan's Community Character and Future Land Use Map to support Urban character development opportunities on this property upon the extension of Balcones Drive.

Community Character Area 8: Pintail Loop

Currently, there are 35 lots in the Steeplechase subdivision identified as Urban on the Community Character and Future Land Map. These lots are zoned R-1 and developed as single-family homes. The properties are largely rental, and have a density of 5.6 units/acre which would be more compatible with the General Suburban character classification. **Map 1.10, Community Character Area 8** illustrates the existing character and zoning as well as the proposed character as recommended in the strategy for this area.

Strategy:

Community Character and Future Land Use Amendments (CC2.7) -

Amend the Comprehensive Plan's Community Character and Future Land Use Map to designate this area as General Suburban.

Existing Zoning

The majority of property zoning was found to be in compliance with the future land use assumptions found in the Comprehensive Plan, with the exception of nine areas (See **Map 1.11, Zoning Compliance Areas**). Strategies for these areas are focused on zoning changes to bring these areas into compliance with their existing use and/or the Community Character and Future Land Use Plan.

Zoning Area 1: Hawk Tree and Hillside Drives

There are 197 duplex properties located in the planning area that are zoned for higher density multi-family uses (R-6, High Density Multi-Family) with some lot consolidation already taking place. Duplex uses are allowed in multi-family districts, but represent an underutilization of the maximum density allotments for the district. The Hawk Tree and Hillside Drive area is designated for Urban land uses which include a variety of different multi-family uses from duplexes up to high-density apartments. This particular area also creates a transition between the heavier general commercial uses and the existing single-family homes.

See **Map 1.12, Zoning Area 1** for existing zoning and character, as well as proposed zoning as recommended in the strategy for this area.

Strategy:

Initiate Rezoning (CC3.1) - Initiate a rezoning on properties adjacent to single-family areas to R-2, Duplex to reflect the existing uses and minimize future redevelopment impacts on adjacent properties.

Zoning Area 2: Airline Drive

This area is made up of a portion of two lots on approximately two acres at the south side of the intersection of Longmire Drive and Airline Drive. This area is identified for Urban character development, and has an existing apartment complex on the properties that was developed in the late 1970s. The portion of this development in the planning area is zoned C-1, General Commercial, and the remaining area of the lots are zoned R-6, High Density Multi-Family.

The existing apartments developed at a time when apartments were allowed in commercially zoned property. This is no longer allowed in the City and the property use is legally non-conforming. Under current City regulations, redevelopment of this property for Urban uses would be difficult because of the non-conforming zoning.

See **Map 1.13, Zoning Area 2** for existing zoning and character, as well as proposed zoning as recommended in the strategy for this area.

Strategy:

Initiate Rezoning (CC3.2) - Initiate a rezoning to R-6, High Density Multi-family for the C-1 portions to encourage any redevelopment to be in compliance with the Urban character designation.

Zoning Area 3: Capistrano Court

This area is made up of seven single-family lots in the Southwood Forest Subdivision. The properties are zoned R-4, Multi-Family and were developed in the late 1980s. The current character designation on the property is Neighborhood Conservation which is indicative of the existing single-family nature of these and surrounding single-family properties. The existing zoning allows for multi-family uses like duplexes, townhomes, and apartments to be constructed on the lots. While there has not been any development pressure on these lots, rezoning to a more appropriate R-1, Single-Family district would insure that these areas remain single-family for the life of the Comprehensive Plan. Additionally, rezoning to R-1 would provide for required buffering for adjacent properties that develop or redevelop – under current standards, no residential buffering is required.

See **Map 1.14, Zoning Area 3** for existing zoning and character, as well as proposed zoning as recommended in the strategy for this area.

Strategy:

Initiate Rezoning (CC3.3) - Initiate a rezoning to R-1, Single-Family to ensure properties will remain in compliance with surrounding single-family character.

Zoning Area 4: Callie Circle

Like Zoning Area 3, Callie Circle is also an isolated pocket of R-4, Multi-family on existing single-family developed properties. This cul-de-sac is made up of six lots that were developed in the early 1990s. This area is also appropriately designated as Neighborhood Conservation; however, the existing zoning reflects allowable uses that would not be in compliance with this designation.

See **Map 1.15, Zoning Area 4** for existing zoning and character, as well as proposed zoning as recommended in the strategy for this area.

Strategy:

Initiate Rezoning (CC3.4) - Initiate a rezoning to R-1, Single-Family to ensure properties will remain in compliance with surrounding single-family character.

Zoning Area 5: Rock Prairie and Wellborn Road

The northeast corner properties of Rock Prairie Road and Wellborn Road currently are developed as a gas station and veterinary clinic. The Comprehensive Plan Character Map identifies this entire section of the Rock Prairie Road corridor as Suburban Commercial. These uses are, generally, appropriate to the character classification; however, the existing C-1, General Commercial zoning allows many other uses that would not be compatible with the character.

See **Map 1.16, Zoning Area 5** for existing zoning and character, as well as proposed zoning as recommended in the strategy for this area.

Strategy:

Create and adopt zoning overlays (CC3.5) - Develop an image corridor Suburban Commercial Overlay to apply to this and similarly situated properties. This district would be appropriate for areas that are anticipated for Suburban Commercial development, but have existing zonings that are more intense than the Suburban Commercial character would allow. This overlay would address design issues like roof pitch, architectural style, materials, building height, landscaping, parking lot design, and sign location to create commercial areas that are more compatible with neighboring single-family residences.

Zoning Area 6: 2815 Welsh Avenue

The existing church is compatible with both the existing zoning and the Future Land Use Plan as worship facilities are allowed within all zoning districts and character classes. The existing zoning, however, would provide for an opportunity to redevelop the site for multi-family uses if the existing facility were to relocate. A rezoning to R-1, Single-Family would not adversely impact the worship facility, and would maintain single-family uses on the property if it were to redevelop.

See **Map 1.17, Zoning Area 6** for existing zoning and character, as well

as proposed zoning as recommended in the strategy for this area.

Strategy:

Initiate rezonings (CC3.6) - Initiate a rezoning to R-1, Single-Family to ensure properties will remain in compliance with surrounding single-family character.

Zoning Area 7: Wellborn Road

The Wellborn Suburban Commercial Area is a 25-acre area made up of nine, mostly vacant and residential, properties along Wellborn Road from Deacon Drive to Sallie Lane. Most of the non-conforming properties in this area were developed prior to annexation into the City limits and can legally continue. Planning guidance is provided to identify how this area should develop, taking into consideration single-family adjacency issues and non-conforming tracts. This area will also be impacted by a future crossing of Deacon Drive as designated by the Thoroughfare Plan.

See **Map 1.18, Zoning Area 7** for existing zoning and character, as well as proposed zoning as recommended in the strategy for this area.

Strategy:

Create and adopt zoning overlays (CC3.7) - Develop an image corridor Suburban Commercial Overlay to apply to this and similarly situated properties. This district would be appropriate for areas that are anticipated for Suburban Commercial development, but have existing zonings that are more intense than the Suburban Commercial character would allow. This overlay would address design issues like roof pitch, architectural style, materials, building height, landscaping, parking lot design, and sign location to create commercial areas that are more compatible with neighboring single-family residences.

Zoning Area 8: Rock Prairie Suburban Commercial Medical Area

The Rock Prairie Suburban Commercial Medical Area is a 20 acre area made up of five tracts. This area is located west of Rio Grande Boulevard and adjacent to the Southwood Forest subdivision. The area includes a church, two nursing homes, a vacant tract, and a medical office site. The existing zoning and buffering concerns should be evaluated to ensure that properties continue to develop in a way that is sensitive to the surrounding residential uses.

See **Map 1.19, Zoning Area 8** for existing zoning and character, as well as proposed zoning as recommended in the strategy for this area.

The existing nursing home facilities are developed on tracts zoned R-4, Multi-family and are directly adjacent to single-family development in the Southwood Forest subdivision. An existing church is located on property zoned A-O, Agricultural Open. Additionally, a dental complex exists as a PDD, Planned Development District, and a single, vacant A-P, Administrative-Professional tract completes the area. All of the tracts are designated as Suburban Commercial for future land uses.

The existing uses on the site are compatible with the existing zoning; however, the existing R-4 zoning would allow for multi-family development on the tracts developed as nursing homes. Additionally,

the worship facility property is zoned A-O and is not in compliance with the Future Land Use and Character Plan. The vacant A-P property would allow development that may be incompatible with the nearby single-family uses because of a lack of height restrictions and buffer requirements that the property is not subject to because it is not directly adjacent to single-family uses. A Suburban Commercial zoning classification should be placed on the property to ensure development and redevelopment that is compatible with both the surrounding uses and the Land Use Plan.

Strategies:

- **Create and adopt zoning districts (CC3.8)** - Adopt Suburban Commercial zoning district to limit building height and style of development to be compatible with the suburban character of this area.
- **Initiate rezonings (CC3.9)** - Approach property owners (except PDD site) to rezone property to future Suburban Commercial district upon completion.

Zoning Area 9: Harvey Mitchell Parkway South

Friends United Church of Christ and Peace Lutheran Church own adjacent property along Harvey Mitchell Parkway South in this area. These properties are both designated as Suburban Commercial on the Comprehensive Plan Character Map. Both properties are zoned R-6, High Density Multi-Family. The existing uses are compatible with both the zoning and Comprehensive Plan; however, if the churches were to relocate, the existing zoning is not compatible with the commercial development that is planned for the area.

See **Map 1.20, Zoning Area 9** for existing zoning and character, as well as proposed zoning as recommended in the strategy for this area.

Strategies:

- **Create and adopt zoning districts (CC3.10)** - Adopt a Suburban Commercial zoning district to limit building height and style of development to be compatible with the suburban character of this area.
- **Initiate rezonings (CC3.11)** - Approach property owners to rezone property to future Suburban Commercial district upon completion.

Site Development

The neighborhood plan identifies one area where site development may need to be upgraded to maintain the attractiveness and opportunities for small businesses. This area is made up of several properties with frontage on Texas Avenue South between Brothers Boulevard and Deacon Drive (see **Map 1.21, Site Development**). Strategies for this area focus on site improvement programs that will incent continued investment in the area by property owners. The area is made up of 15 properties on approximately nine acres and a total of 12 businesses. These properties were largely developed in the mid- to late-1980s with few improvements in the area since that time. The properties are somewhat separated from Texas Avenue South because of the existing frontage road which also provides access to

the properties. Many businesses share parking facilities and also have access from a private alley in the rear of the properties. Both of these circulation facilities are in need of repair.

Strategy:

Feasibility Study (CC4.1) - Investigate the feasibility of a site and façade improvement program that provides matching funds to encourage reinvestment in the existing properties. This should include identification of funding sources and opportunities for alternative financing such as a tax increment finance district (TIF) or public improvement district (PID) (See **Chapter 5, Implementation** for more details about these funding opportunities).

Floodplain Management

This section identifies the properties located in areas that are designated floodplain or should be reserved for environmental or recreational purposes. **Map 1.22, Floodplain and Open Space** highlights the properties that are identified as Natural Area – Reserved or Preserved.

The planning area is impacted by two segments of Bee Creek. Proposed strategies focus on strategic property acquisition where adjacent to existing public facilities, and the development of floodplain management strategies aimed at reducing the impact that development has on these waterways.

Floodplain Management Area 1: Balcones Drive

This area is made up of a single vacant lot off Balcones Drive that has significant floodplain on the property. The property is approximately one acre and is adjacent to the Ringer Library property. This property provides opportunities for additional open space within the planning area, floodplain management by eliminating development opportunities that could lead to increased stormwater run-off, and connection to the library property from within the neighborhood. The property is currently zoned R-4, Multi-family and has an existing driveway connecting two apartment buildings.

Strategy:

Property Acquisition (CC5.1) - Pursue purchase of the property through the Greenways acquisition program.

Floodplain Management Area 2: 3020 Texas Avenue South

The property in this area is approximately 1.5 acres that was previously developed as a landscaping business but is now vacant. The property is completely located within the floodplain, adjacent to Longmire Park, which provides opportunities to expand open space in the neighborhood and the ability to connect to Texas Avenue South between Brothers Boulevard and Deacon Drive.

Strategy:

Property Acquisition (CC5.2) - Pursue purchase of the property through the Greenways acquisition program.

Floodplain Management Area 3: Natural Areas

There are 165 single-family properties and 462 apartment units impacted by floodplain in the planning area. These uses are all in compliance with their existing zoning on the property. Five park properties are also located in the floodplain, with only three shown in their entirety as Preserved. Additionally, several places of worship, a gas station, Fire Station #2, and the Ringer Library are also located within the floodplain. These uses are allowed in any zoning district, and all but the Fire Station have zoning compatible with other Comprehensive Plan Designations that are on the property.

Strategy:

Floodplain Management Policy (CC5.3) - Create a comprehensive floodplain management program that will reduce flood risk to developed floodprone areas. This program could include land acquisition, channelization such as the Bee Creek capital project, and creek restoration to lessen flood risk to developed or developable areas from the floodplain.